THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY OR PRIVILEGE IS CLAIMED ARE DEFINED AS FOLLOWS:

1.   A method for initiating an electronic shopping transaction for a user-selectable item
presented in a computer generated original image on a display, comprising:

   receiving a selection signal for said item from a user;

   distorting said original image to produce a distorted region for said item to provide said user with detailed information for said item; and,

   receiving a purchase signal for said item from said user.

2.   The method of claim 1 wherein said distorting further includes:

   creating a lens surface for said distorted region; and,

   transforming said original image by applying a distortion function defining said lens surface to said original image.

3.   The method of claim 2 wherein said creating further includes displaying a graphical user interface ("GUI") over said distorted region for adjusting said lens surface.

4.   The method of claim 3 wherein said lens surface includes a focal region and a base region and said GUI includes: a slide bar icon for adjusting a magnification for said lens surface; a slide bar icon for adjusting a degree of scooping for said lens surface; a bounding rectangle icon with at least one handle icon for adjusting a size and a shape for said focal region; a bounding rectangle icon with at least one handle icon for adjusting a size and a shape for said base region; a move icon for adjusting a location for said lens surface within said original image; a pickup icon for adjusting a location for said base region within said original image; and, a fold icon for adjusting a location for said focal region relative to said base region.

5.   The method of claim 1 wherein said original image includes a DVD image, a video cassette image, a cable television image, a satellite television image, and a video game image.

6.   The method of claim 1 wherein said selection and purchase signals are generated by moving a cursor on said display with a pointing device.

7.   The method of claim 6 wherein said pointing device is a mouse.

5

8.   The method of claim 1 wherein said distorted region is on said item.

9.   The method of claim 1 wherein said distorted region overlaps said item.

10   10.   The method of claim 1 wherein said detailed information is said distorted region.

11.   The method of claim 1 wherein said detailed information is purchasing information for said item.

15   12.   The method of claim 11 wherein said purchasing information includes a price, a product identifier, a delivery period, and a function selection icon.

13.   The method of claim 12 wherein said function selection icon includes a purchase icon and an add-to-shopping-cart icon.

20

14.   The method of claim 13 wherein said purchasing information is presented in a pop-up window.

15.   The method of claim 14 wherein said pop-up window is presented adjacent to said
25   distorted region.

16.   A method for initiating a control operation for a user-selectable video game character presented in a computer generated original image on a display, comprising:

    receiving a selection signal for said character from a user;
30   distorting said original image to produce a distorted region for said character to provide said user with detailed information for said character; and,

31

receiving a control signal for said character from said user.

17.   A method for emphasizing an advertisement presented in a computer generated original image on a display, comprising:

distorting said original image to produce a distorted region for said advertisement to provide a user with detailed information for said advertisement.

18.   A method for presenting a second GUI over a first GUI on a computer display to avoid occlusion of predetermined elements of said first GUI, comprising:

determining whether overlaying said second GUI on said first GUI will occlude said predetermined elements;

in response to said determining, distorting said second GUI to produce a distorted GUI having a distorted region avoiding said occlusion of said predetermined elements; and,

overlaying said distorted GUI on said first GUI for presentation on said computer display.

19.   The method of claim 18 wherein said distorting further includes:

creating a lens surface for said distorted region; and,

transforming said second GUI by applying a distortion function defining said lens surface to said second GUI.

20.   The method of claim 19 wherein said lens surface is a folded lens surface.

21.   The method of claim 20 wherein said folded lens surface includes a focal region and a base region and said focal region is folded away from said predetermined elements relative to said base region.

22.   The method of claim 21 wherein said creating further includes displaying a third GUI over said distorted region for adjusting said lens surface.

23.   The method of claim 22 wherein said third GUI includes: a slide bar icon for adjusting a magnification for said lens surface; a slide bar icon for adjusting a degree of scooping for said lens surface; a bounding rectangle icon with at least one handle icon for adjusting a size and a shape for said focal region; a bounding rectangle icon with at least one handle icon for adjusting a size and a shape for said base region; a move icon for adjusting a location for said lens surface within said second GUI; a pickup icon for adjusting a location for said base region within said second GUI; and, a fold icon for adjusting a location for said focal region relative to said base region.

24.   The method of claim 18 wherein said first GUI is a desktop GUI.

25.   The method of claim 24 wherein said predetermined elements are predetermined icons in said desktop GUI.

26.   The method of claim 18 wherein said first GUI is a menu.

27.   The method of claim 26 wherein said menu includes a pop-up menu and a pull-down menu.

28.   The method of claim 27 wherein said predetermined elements are predetermined items in said menu.

29.   The method of claim 18 wherein said second GUI is a menu.

30.   The method of claim 29 wherein said menu includes a pop-up menu and a pull-down menu.